

CONTRACT

WAVE-TV
725 South Floyd Street
Please use this for correspondence only
Louisville, KY 40203
(502) 585-2201

wave3.com

And:

Perkins Nichols Media
6330 East 75th Street, Suite 144
Indianapolis, IN 46250

Contract / Revision 825967 /		Alt Order #
Product Reelection		
Contract Dates 10/16/12 - 11/05/12		Estimate #
Advertiser Zoeller, Greg for Attorney General		Original Date / Revision 09/25/12 / 09/25/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WAVE	Account Executive Doug Roberts	Sales Office Louisville
Special Handling		
Demographic Adults 50+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAVE	10/16/12	11/02/12	NBC Today Show	7-9am		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-TWTF--				1	\$375.00			
	Week:	10/22/12	10/28/12	-TWTF--				2	\$375.00			
	Week:	10/29/12	11/04/12	-TWTF--				2	\$375.00			
N 2	WAVE	10/16/12	11/02/12	WAVE 3 News 11am	11-1130am		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-TWTF--				1	\$125.00			
	Week:	10/22/12	10/28/12	-TWTF--				2	\$125.00			
	Week:	10/29/12	11/04/12	-TWTF--				2	\$125.00			
N 3	WAVE	10/16/12	11/02/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-TWTF--				2	\$400.00			
	Week:	10/22/12	10/28/12	-TWTF--				2	\$400.00			
	Week:	10/29/12	11/04/12	-TWTF--				3	\$400.00			
N 4	WAVE	10/28/12	11/04/12	WAVE 3 News 6pm-Sun	6-630pm		:30			NM	2	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$380.00			
	Week:	10/29/12	11/04/12	-----S				1	\$380.00			
Totals											19	\$6,060.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	11	\$3,480.00	\$2,958.00
10/29/12 - 11/04/12	8	\$2,580.00	\$2,193.00
Totals	19	\$6,060.00	\$5,151.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

REVISED!

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WAVE-TV Louisville KY

Date:

9/24/12

I, BILL PERKINS

being/on behalf of: ZOELLER FOR ATTORNEY GENERAL, a legally
qualified candidate of the REPUBLICAN political

party for the office of: ATTORNEY GENERAL

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	7a-630p	Tu-M	—	19x Total	over 3 wks

Total Charges:

\$5151.00 NET

WAVE - Louisville, Ky
 Greg Zoeller
 10/16 - 11/5/12

Revised

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

ZOELLER FOR ATTORNEY GENERAL

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

ANDREW B. BURROKER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/25/12

Date

[Signature]

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title